

248

OFFICIAL

# **PROGRAMME**

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**EDMONTON EXHIBITION  
ASSOCIATION LTD.**

**July 15th to 20th, 1935**

Price 10 Cents

**P. W. ABBOTT,**  
Managing Director

**J. M. DOUGLAS,**  
President

**GEORGE R. BALL,**  
Vice-President

**E. L. HOLMES,**  
Secretary

**A. BONNEAU, Chief Clerk**

# Gas -

## the advanced step in House Heating



In convenient, labor-free operation, Gas Heating furnishes some surprising facts. With old fashioned fuels it has been learned that an average of 540 trips to the furnace are made every year—with Automatic Gas Heating, some make only 3.

## Plan Now for Gas Heating Next Winter

You should get all the facts about the cleanliness, convenience and economy of heating with GAS. We will be pleased to give them to you, entirely without obligation.

**Telephone 22121**



**Northwestern Utilities  
Limited**

Edmonton's Gas Rate is one  
of the lowest on the North  
American Continent.

Visit HOUSE OF MAGIC—See Visible Sound

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# Edmonton Exhibition

## July 15-20, 1935

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### PRICES OF ADMISSION

#### ADMISSION TO GROUNDS—8 a.m. to 6 p.m.:

Adults—50c.

Children over 6 and under 15—25c.

Children up to 6, free when with adults.

#### ADMISSION TO GROUNDS—after 6 p.m.:

Adults and Children—25c.

Advance Sale Tickets purchased at 5 for \$1.00 are good for admission to the ground at any hour.

#### ADMISSION TO GRAND STAND—

Rush Seats: Adults—50c.

Children under 15 years—25c.

Children in arms—free.

Reserved Seats—75c.

Box Seats—\$1.00.

The prices of admission to the various shows will be found posted up prominently in front of each show.

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### SPECIAL ADMISSION PRICES FOR MONDAY, JULY 15th

## Children's Day

The gates will open to the public at 12 o'clock noon, and children under 15 years of age will be admitted free to the grounds all afternoon and evening, and for 10c to the grand stand. There will be a special rate of 5c admission fee to children to the various shows and rides on Children's Day only.

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Eat at Madam Dow's, Just West of the Automobile Building

# CHEVROLET

Chevrolet leads because it provides everything the public wants.

## EDMONTON MOTORS LTD.

100th St. and 102nd Ave.

opposite market square

Edmonton's Finest Garage

Home of the O.K. Used Cars

SEIBERLING—The Tire that never wears smooth. Seaman's Tire Repair, 95th St. and Jasper Ave.

Visit HOUSE OF MAGIC—See Audible Light

# What of the Future?

## A MONTHLY INCOME FOR YOU

Starting at age 50, 55, 60 or 65 and thereafter as long as you live

OR



Commercial Life Retirement Income Bonds Guarantee an Income for the rest of your life.

*Particulars Gladly Supplied*

**THE**  
**COMMERCIAL LIFE**  
*Assurance Company of Canada*



**HEAD OFFICE: EDMONTON**

**J. W. GLENWRIGHT,**  
Managing Director

**E. B. H. SHAVER,**  
Secretary

**TIRE TROUBLE?** See Seaman's Tire Repair, corner 95th St. and Jasper Ave.



Capitol Theatre Today—Will Rogers in "Doubting Thomas"

"THE BEST IN REST"

When buying insist on

## Edmonton - Made Mattresses

Sold at all Furniture and Departmental Stores

### Canadian Bedding Company Limited

Factory: 10333 96th St.

## Programme for Monday, July 15th

- 9.00 a.m.— Buildings open for staging of exhibits.  
10.00 p.m.— Judging of Agricultural and Horticultural Exhibits, and completion of unfinished judging in other departments (with the exception of Live Stock).  
12.00 noon— Grounds open to the public.  
1.00 p.m.— Exhibit buildings open to the public (closing hour, 10 p.m.).  
2.00 p.m.— Opening of Pari-Mutuels.  
2.30 p.m.— The first of seven running horse races.  
3 to 6 p.m.— Reception at Old Timers' Cabin.  
7.30 p.m.— Band Concert in front of Grand Stand.  
8.00 p.m.— Official Opening of Exhibition, in front of grand stand, by Hon. C. P. Fullerton, Chairman, Board of Trustees, Canadian National Railways, with address by Mayor Joseph A. Clarke.  
8.00 p.m.— Registration, Boys' and Girls' Camps, at Cromdale School.  
8.20 to 10 p.m.— "Fascinations of 1935," in front of grand stand.

From Noon until Midnight—ROYAL AMERICAN SHOWS, on the Midway.

After the program drop over to Madam Dow's Restaurant, opposite Midway Entrance

## JACK HAYS' TAXICABS and AMBULANCE SERVICE

PHONE



22111



Stand at  
Exhibition Ground

DRIVURSELF  
CARS

Stand at  
Selkirk Hotel

Let us check your tires for that trip, Seaman's Tire Repair, 95th St. and Jasper.

Capitol Theatre Today—Will Rogers in "Doubting Thomas"



## Velvet Ice Cream

The luscious, fuller flavored Ice Cream  
with the velvety texture.

**Bricks — Bulk**

**Dixies — Cones**

## Programme for Tuesday, July 16th

- 9.30 a.m. until 11.45 a.m. Mammoth Street Parade of decorated floats, bands, and units representing various organizations, starting at 121st Street and Jasper Avenue, proceeding east to 95th Street, returning on Jasper Avenue to 101st Street, and up 101st Street to the old C.N.R. depot, where parade will disband.
- 1.00 p.m.— Commencement of Basketball Tournament—Girls' Teams.
- 1.30 p.m.— Grand Stand opens to the public.
- 2.00 p.m.— Opening of Pari-Mutuels.
- 2.00 p.m.— Commencement of Live Stock Judging, including:  
Horses—in judging rings. Sheep—in barns.  
Cattle—in judging rings. Swine—in barns.  
Dogs—in judging ring.  
Poultry—in Show Building (just north of 115th Ave. entrance).  
Canaries—in Agricultural Building.
- 2.00 to 5 p.m.— Band concerts by 101st Fusiliers' Band, around grounds.
- 2.30 p.m.— First of seven horse races.
- 3 to 6 p.m.— Reception at Old Timers' Cabin, with special Riel Rebellion Anniversary features.
- 6.00 p.m.— Commencement of Horse Shoe Pitching Tournament.
- 7.30 p.m.— Band concert in front of grand stand.
- 7.30 p.m.— Presentation of medals to veterans of Riel Rebellion, in front of grand stand.
- 8.20 to 10 p.m.— "Fascinations of 1935," in front of grand stand.
- From 10 a.m. until 10 p.m.— Exhibit Buildings open to the public.
- From Noon until Midnight—ROYAL AMERICAN SHOWS on the Midway.

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance

## FOR BETTER GRADE SHOE REPAIRING *While You Wait! Pleased Customers*

**Kenward's Shoe  
Repair Shop**

Ladies' Waiting Room, Shoe Shine

10045 101a Avenue

Edmonton



Your Car is as good as your Tires, Seaman's Tire Repair, 95th St. and Jasper Ave.

Capitol Theatre Today—"Break of Hearts," with Katherine Hepburn

# See the Mounted Police Moulded in Butter

at the Woodland Booth in the Manufacturers' Building

**Woodland**  
**Butter**  
**is good butter**  
*That's why thousands use it!*

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

## Programme for Wednesday, July 17th

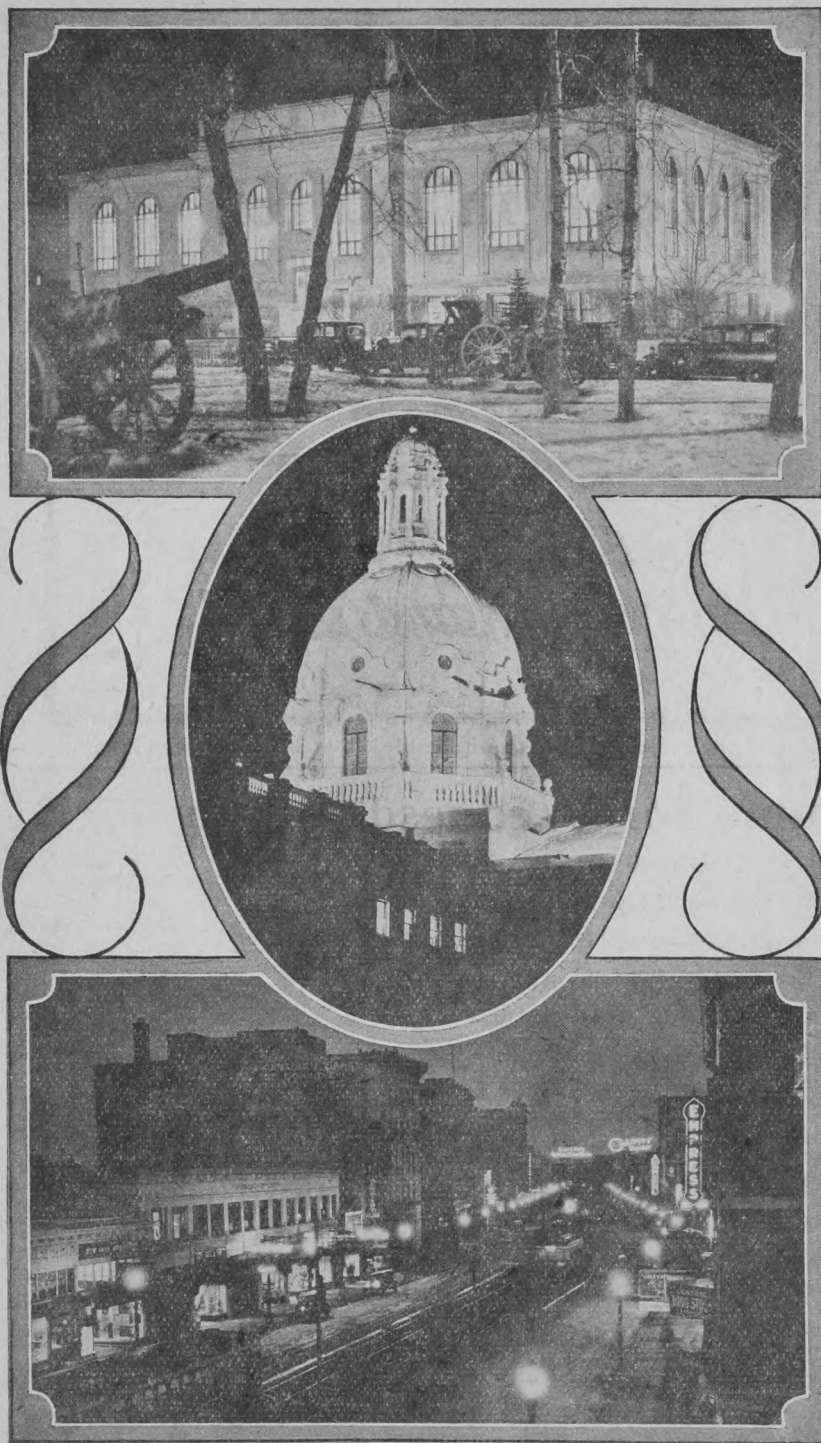
- 9.00 a.m.— Continuation of Basketball Tournament—Girls' Teams.  
9.30 a.m.— Continuation of Live Stock Judging.  
10.00 a.m.— Judging of Roses and Sweet Peas.  
1.00 p.m.— Continuation of Judging of Dogs.  
1.30 p.m.— Opening of Grand Stand to public.  
2.00 p.m.— Opening of Pari-Mutuels.  
2 to 5 p.m.— Band concerts around grounds, by the bands of the 101st Fusiliers and the Legion of Frontiersmen.  
2.30 p.m.— First of seven running horse races.  
3 to 6 p.m.— Reception at Old Timers' Cabin.  
6.00 p.m.— Continuation of Horse Shoe Pitching Tournament.  
7.00 p.m.— Grand Parade of Horses and Cattle, etc., in front of grand stand.  
7.30 p.m.— Band concert in front of grand stand.  
8.20 to 10 p.m.— "Fascinations of 1935," in front of the grand stand.

From Noon until Midnight—ROYAL AMERICAN SHOWS on the Midway.

10 a.m. to 10 p.m.—Exhibit buildings open to the public.

Why not use the best—Seiberling Tires, Seaman's Tire Repair, 95th St. and Jasper

Visit HOUSE OF MAGIC—See Audible Light



## EDMONTON—The Premier City of the West

Wholesale, Industrial, Railway and Distributing Centre with two Transcontinental Railways; National Railway Shops for Western Canada; Seat of Provincial University; Fine Public and High Schools; Finest Agricultural, Live Stock and Dairy District; Important Packing Plants; Fully Equipped Municipal Airport; Edmonton's Annual Output of Butter is one of the largest in Canada; Large Stockyards; Unlimited Supply of Coal; Natural Gas; Population, 80,000; Shipping Point for Great Northern Fur Trade; City owned and operated Public Utilities; Net Surplus, 1934: \$876,904.

*D. MITCHELL, Commissioner*

*J. A. CLARKE, Mayor*

TIRE TROUBLE? See Seaman's Tire Repair, corner 95th St. and Jasper Ave.



Capitol Theatre Today—"Break of Hearts"

# SELKIRK HOTEL

IN THE HEART OF

*Edmonton's* Theatre, Shopping and Business Sections

POPULAR RATES

Corner 101st Street and Jasper

JOHNSON'S CAFE IN CONNECTION

Street cars leave for all points from Selkirk Hotel

# YALE HOTEL

Will Make Your Stay in Edmonton Pleasant and Inexpensive

Just East of Capitol Theatre

YALE CAFE IN CONNECTION

MRS. R. McDONALD, Prop.

Hungry? Go to Madam Dow's and satisfy Your Appetite. Opposite Midway

## Programme for Thursday, July 18th

- 9.00 a.m.— Commencement of Boys' Section, Basketball Tournament.
- 10.00 a.m.— Continuation of Live Stock Judging:  
Dog Show. Poultry Show (closes at 8 p.m.) Canary Show (closes at 6 p.m.)
- 1.30 p.m.— Grand Stand opens to the public.
- 2.00 p.m.— Opening of Pari-Mutuels.
- 2 to 5 p.m.— Band concerts around grounds by band of the Legion of Frontiersmen.
- 2.30 p.m.— First of seven Running Horse Races.
- 3 to 6 p.m.— Receptions at Old Timers' Cabin.
- 4.45 p.m.— Cavalry Horse Race.
- 6.00 p.m.— Continuation of Horse Shoe Pitching Tournament.
- 7.30 p.m.— Finish of Journal Road Race in front of grand stand.
- 7.30 p.m.— Band Concert in front of Grand Stand.
- 7.35 p.m.— Finish of Silver Hawks Bicycle Road Race in front of grand stand.
- 7.45 p.m.— Exhibition of Tent Pegging by members of the Legion of Frontiersmen,  
in front of the grand stand.
- 8.20 p.m.— "Fascinations of 1935," in front of the Grand Stand.

From Noon until Midnight—ROYAL AMERICAN SHOWS on the Midway.

10 a.m. to 10 p.m.—Exhibit Buildings open to the public.

Let us examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and Jasper Ave.

# **Alberta Liberal-Conservative Party**

## **Program of REFORM and RECONSTRUCTION**

1. Drastic Reduction in the Cost of Government.
2. Reduce Membership of Legislature from 63 to 34 and substantial reduction in membership of Cabinet.
3. Consolidate and Refund Provincial and Municipal School Debts at low interest rates.
4. Eliminate Departmental duplication and overlapping.
5. Province Finance Education.
6. Comprehensive programme of gravelled market roads and hard surfaced highways.
7. A five-day week in all trades and industries, with minimum statutory rate for both men and women.
8. Insurance against Hail and Drought.
9. Government Control of Production and Distribution of Fuel Oil.
10. Provincial Legislation covering recommendations of Price Spreads Report.
11. Initiate demand for reduced Freight Rates on Primary Products and reduced tariffs on farm Machinery.
12. Co-operate with Federal Government in adjusting farm debts and providing Short Term Loans.

### **EDMONTON CANDIDATES**

<b>Dr. W. A. Atkinson</b>	<b>Mrs. T. D. FitzSimon</b>
<b>J. E. Basarab</b>	<b>Col. F. C. Jamieson</b>
<b>D. M. Duggan</b>	<b>D. M. Ramsay</b>

***The Party of Sanity, Stability and Progress***

Capitol Theatre Today—"Break of Hearts"

Be sure and visit

Our **3** Booths

Featuring

**"Edmonton Made Products"**

in the centre of the Manufacturers' Bldg.

**WHAT ALBERTA MAKES: MAKES ALBERTA**

H. H. COOPER LTD.

Madam Dow's "Sudden Service" Restaurant, Opposite Midway Entrance

## Programme for Friday, July 19th

- 9.00 a.m.— Continuation of Basketball Tournament—Boys' Section.  
10.00 a.m.— Completion of unfinished judging.  
1.30 p.m.— Grand Stand opens to the public.  
2.00 p.m.— Opening of Pari-Mutuels.  
2.30 p.m.— First of seven Running Horse Races.  
3 to 6 p.m.— Receptions at Old Timers' Cabin.  
6.00 p.m.— Continuation of Horse Shoe Pitching Tournament.  
7.30 p.m.— Band concert in front of grand stand.  
7.40 p.m.— High Jump, in front of grand stand.  
8.20 p.m.— "Fascinations of 1935," in front of grand stand.  
10.00 p.m.— FIREWORKS.  
Noon until Midnight—ROYAL AMERICAN SHOWS on the Midway.  
10 a.m. to 10 p.m.—Exhibit Buildings open to the public.

Eat at Madam Dow's, Just West of the Automobile Building

Let us check your tires for that trip, Seaman's Tire Repair, 95th St. and Jasper.

## Programme for Saturday, July 20th

10 a.m. to 4 p.m.—Art and Women's Work Exhibit Buildings open to the public.

10 a.m. to 6 p.m.—Agricultural Exhibits Building open to the public.

10 a.m. to 9 p.m.—Manufacturers' Building open to public.

1.30 p.m.— Grand Stand opens to public.

2.00 p.m.— Opening of Pari-Mutuels.

2.30 p.m.— First of seven Running Horse Races.

7.30 p.m.— Band concert in front of grand stand.

8.20 p.m.— "Fascinations of 1935," in front of grand stand.

9.00 p.m.— AWARDING OF GRAND STAND ATTENDANCE PRIZE.

From Noon until Midnight—ROYAL AMERICAN MIDWAY SHOWS.

Eat at Madam Dow's, Just West of the Automobile Building

### Don't be without a **Telephone** in your Home

Many important business calls—orders, opportunities come over private home telephones. If you have not a telephone in your home, you may lose business or chances which far outweigh the small monthly cost of a telephone.

For your own sake, investigate the cost of a telephone today! No modern home should be without one.

"IT'S EASY TO PAY  
MONTHLY"



## City Telephone System



## Special Features for Special Days

MONDAY, JULY 15th—Children's Day.

TUESDAY, JULY 16th—Farmers' Day.

WEDNESDAY, JULY 17th—Citizens' Day.

THURSDAY, JULY 18th—Tourists' Day.

FRIDAY, JULY 19th—Travellers' Day.

SATURDAY, JULY 20th—CARNIVAL DAY.

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SPECIAL FEATURE FOR MONDAY—OFFICIAL OPENING, 8 p.m.

SPECIAL FEATURE FOR TUESDAY—Monster Street Parade, Anniversary Celebration of Riel Rebellion.

SPECIAL FEATURE FOR WEDNESDAY—Grand Parade of Live Stock.

SPECIAL FEATURES FOR THURSDAY—Finish of Journal Road Race. Finish of Silver Hawks Bicycle Road Race, and Tent Pegging by members of Legion of Frontiersmen,

SPECIAL FEATURE FOR FRIDAY—Fireworks.

SPECIAL FEATURE FOR SATURDAY—Selections of winner of prize for Grand Stand Attendance.

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Special for Tuesday, Wednesday and Thursday—BOYS' and GIRLS' CAMPS, DOG SHOW, POULTRY SHOW.

Special for Wednesday and Thursday—CANARY SHOW.

Special for Tuesday to Friday inclusive—BASKETBALL TOURNAMENT, HORSE SHOE PITCHING TOURNAMENT.

---

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

## The Hudson Terraplane

The Biggest Car in the Low Price Field

See it in the  
Manufacturers' Building

### The Freeman Co. Ltd.

Distributors

HUDSON, TERRAPLANE MOTOR CARS

Why not use the best—Seiberling Tires, Seaman's Tire Repair, 95th St. and Jasper

# GRANDSTAND

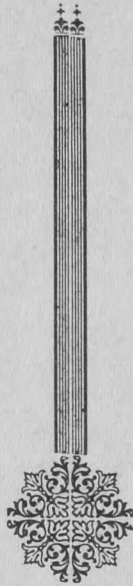


TABLEAU FROM THE "F

## *Each Evening:*

Band Concert followed by the gorgeous stage productions "Fascinations of 1935," with 24 dancing beauties, soubrette, prima donna, baritone. Premier dancer and dance teams.

Each Afternoon

## **Run Hot Rac**

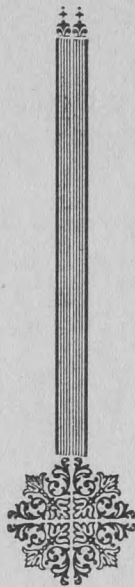
Pari-Mutuels op

f Hearts," with Katherine Hepburn

# D PROGRAMME



E "FASCINATIONS OF 1935"



noon at 2.30 p.m.:

nnning  
orse  
aces

els open at 2 p.m.

## *"The Dance. Moderne"*

(Dance ensemble arranged by Miss Margot Koche.)

COSTICA FLORESCU.  
DOROTHY AND DON DADE.  
EDDIE AND TEDDIE BURNS.  
THE LIAZEED TROUPE  
THE BRIANTS.  
BAYES AND SPECK.  
THE SKATING MCGOWANS.

SEIBERLING—The Tire that never wears smooth. Seaman's Tire Repair, 95th St.  
and Jasper Ave.

Visit HOUSE OF MAGIC—See Audible Light

## **Buy a "BEATTY" Bank the Balance**

Beatty Bros. Sell and Service Canada's Lowest Priced  
Standard Washer.

Built by Beatty—Guaranteed by Beatty  
Why consider an unknown washer when you  
can buy a Beatty at this low price

Visit Our Booth in the  
Manufacturers' Building

# \$59.95

## **BEATTY WASHER STORE**

10319 Jasper Ave.

Phone 21656

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

## **Receptions by Old Timers' Association**

At the Cabin, Will Honor

### **RIEL REBELLION VETERANS**

This being the 50th anniversary of the Riel Rebellion, the Northern Alberta Pioneers' and Old Timers' Association felt that it should be fittingly commemorated by them, and they have planned their Exhibition Week Programme with this in view.

On **Monday, July 15th**, the hostesses for the afternoon will be the ladies of the Executive Committee, together with Mrs. Clyde Smith and Mrs. J. S. Fraser, and receptions will be held at the Cabin from 3 to 6 p.m.

On **Tuesday**, the hostesses will all be native-born ladies, and—here is where we give away the secret—they were all born fifty years ago! They include Mrs. John Harrold, Mrs. A. Turnbull, Mrs. K. Blatchford, Mrs. DeRosie, Mrs. A. Lamoureux, and Mrs. Ernest Clark. Mrs. Harrold is convenor for the North Side Committee, and Mrs. Turnbull for the South Side ladies.

In special commemoration of the historic Riel Rebellion, it is expected that from thirty-five to forty veterans of that event will be guests at the Cabin, and the following Old Timers have been asked to officiate as special hostesses: Mrs. Leslie Wood, Mrs. Harrison Young, Mrs. Frank Oliver, Mrs. George Long, Mrs. Philip Ottewell, and Mrs. Belcher. The veterans will be given a luncheon in the Cabin, and at 7 p.m. a dinner in the Directors' Dining Room, following which, at 7.45 p.m., they will be presented with medals, in front of the grand stand.

**Wednesday**, the hostesses will represent the North and the South sides of the city, with Mrs. B. Cooper and her assistants in charge, representing the North Side, and Mrs. J. J. Duggan and her assistants for the South Side.

On **Thursday**, Mrs. J. Paul of Namao, Mrs. Angus McDonell of St. Albert, Mrs. A. Lamoureux of Fort Saskatchewan, and Mrs. Murdock McKinley of Stony Plain, each with three assistants, each group representing the district named, will act as hostesses at the Cabin.

On **Friday**, the hostesses will be Mrs. Dan Brox of Spruce Grove, Mrs. A. J. Ottewell of Clover Bar, Mrs. George Ball of West Salisbury, and Mrs. Fraser of Bremner, each with a group of three assistants from their districts, will be in charge at the Cabin.

The Cabin will close on Saturday afternoon.

Mrs. Millie LeLacheur, of Edmonton, will again act as convenor on behalf of the Old Timers' Association.

**TIRE TROUBLE? See Seaman's Tire Repair, corner 95th St. and Jasper Ave.**



Unbelievable Demonstrations—HOUSE OF MAGIC

Remember - while you are in  
**EDMONTON**  
*Photographs*  
by  
**McDERMID STUDIOS LTD.**  
10133 - 101<sup>ST</sup> STREET, EDMONTON

**PHONE 25444**

## Departments Every Fair Visitor Should See

### LOAN EXHIBIT OF PAINTINGS AND PHOTOGRAPHS

The Exhibition management has been fortunate this year in having been able to arrange, for a very fine collection of paintings from the National Art Gallery of Canada, also for a very beautiful collection of pictures known as the Canadian International Salon of Photographic Art. This exhibit will be found in the north end of the Agricultural Building. Ask the clerks in charge for a catalogue of the pictures.

### INDIAN HANDICRAFTS

A very fine collection of Indian handicrafts has been made possible by a special grant from the Federal Government for this purpose, and this exhibit will include suits, shirts, and leggings, head-dresses, moccasins, bead necklaces, belts, fire bags, saddle cloths, war clubs, tomahawks, beaded ear drops, stone pipes, and other specimens of typically Indian handicraft, as well as the more sophisticated women's work such as embroidery, and Indian school pupils' work, such as is taught in manual training classes, household science, and art, maps, etc. This exhibit will be found in the Agricultural Building, where special arrangements have been made for its display.

Eat at Madam Dow's, Just West of the Automobile Building

## Snowflake Laundry and Dry Cleaners Ltd. and New Method Laundry and Dry Cleaners

You can send your whole weekly wash to us, with the assurance that it will be delivered back to you, in the same condition as it was received, only spotlessly CLEAN.

**Ladies' and Gents' Suits DRY CLEANED and PRESSED**

**WET WASH**  
10404 98th Street

**ROUGH DRY**  
25185—PHONES—25186

Let us check your tires for that trip, Seaman's Tire Repair, 95th St. and Jasper.

## Visit HOUSE OF MAGIC—See Visible Sound

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### THE HOUSE OF MAGIC

The General Electric Company's Research Laboratory is not available to the thousands of people interested in the development of modern science, but nevertheless many people will welcome an opportunity to inspect the many interesting things which will be displayed in the House of Magic, the display of the General Electric Company which will be in charge of Dr. H. T. Plumb and his assistants. The presentations will take about a half-hour, including the lectures and demonstrations, and some of the interesting things shown are:

**Seeing Sound and Hearing Light**—and enjoying the hidden beauties of "Black Light," with mechanisms which make it possible for the audience to see sound, and hear light, and observe some of the colors invisible to the unaided eye.

**The "Electric Eye"**—There are about 2,000 of these in use in various departments of industry; the display will include the ringing of an alarm clock at sunrise, starting an electric fan with the sun's rays, and exerting power to open doors, etc.

The stroboscope, which makes motion appear to stand still, and its gyrations will provide almost unbelievable effects for the audiences.

Seeing musical waves is another feature which Dr. Plumb and his assistants will demonstrate. The use of the improved General Electric cathode ray oscillograph tube makes it possible for spectators to see the "electric picture" of any sound made before a microphone, whether it be singing, whistling, playing, or speaking.

High school students will have the opportunity to see at first hand, some of the most recent work in electronics and physics.

The simple terms which the lecturer uses, and the practical nature of the demonstrations, makes this House of Magic a place of interest to the specialist, and as well to the novice, and young and old will find it full of interest.

The House of Magic was one of the popular features of the Century of Progress Exposition at Chicago.

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After the program drop over to Madam Dow's Restaurant, opposite Midway Entrance



Your Car is as good as your Tires, Seaman's Tire Repair, 95th St. and Jasper Ave.

*“Sudden Service”*

## Madam Dow's Restaurant

After the Programme drop over for a Dainty Snack or Drink

OPPOSITE THE MIDWAY ENTRANCE

*Eat and be Satisfied*

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

### THE WOMEN'S BUILDING

This building should really be re-named, for the men find it is interesting and attractive as the ladies.

The Provincial Department of Health have this year taken over the entire ground floor, and will enlarge their exhibit, taking in the West End Verandah, and utilizing the front section for the Emergency Hospital which they operate on behalf of the Exhibition Association.

The Women's Institute of Edmonton will again conduct a rest room on the East End verandah of this building, which has also been permanently enclosed with glass.

Upstairs, will be found the competitive exhibits of needlework and cooking, and various handicrafts such as carving, ship models, Fisher bodies, and allied subjects.

This is a building in which one—whether of the masculine or feminine gender—might spend hours in looking over the exhibits, so many hundreds are grouped together in the showcases and on the walls.

### THE HORTICULTURAL EXHIBIT

The big Agricultural and Horticultural Building, located north of the main vehicle entrance to the Exhibition grounds, is one which every visitor to the Exhibition should visit. Not only will it house the magnificent display of the Edmonton Horticultural Society, and the competitive exhibits of the products of garden and field, but special accommodation has been fitted up in this building for the magnificent collection of pictures and photographs from the National Art Gallery at Ottawa, and the very fine exhibit of Indian work of all kinds.

Don't let the week pass without thoroughly inspecting the exhibits in this building.

**SCHOOL WORK EXHIBIT—One to be Proud of.**

We wonder how many people in Edmonton realize that the school work exhibit at the Edmonton Exhibition is without par in Western Canada, and its equal will be seen at very few exhibitions on the continent—thanks to the cooperation of the Public and Separate and High School Boards and the teachers of the City of Edmonton. Each fall, the teachers hold a meeting to revise the prize list classification, and bring it into line with the latest requirements of the curriculum, and throughout the winter and spring, the work of the pupils in all grades is carefully scrutinized, and the very best examples reserved for display at the Edmonton Exhibition. It can therefore be truly said that the school work exhibit shows the work of the entire preceding term in all the schools of the city.

Some of the work is of such extremely high excellence that it has been adjudged worthy to be sent to the Canadian National Exhibition, this being true of some of the metal work turned out by the pupils of the Edmonton Technical School. The work of the Manual Training classes is also of very high quality, and the sewing exhibited by the girls is of the same excellent quality and design. And have you seen the concrete work—the bird baths; a good many of these have gone out from the exhibit at the school building, into private gardens about town; perhaps you would like one, too!

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance

## Tents - Awnings - Flags

Canvas Covers of  
all Kinds

The Ideal Tent  
which makes  
camping  
a  
pleasure



Tents to Rent

Ask any camper  
or tourist that  
owns one.

Auto Tents and Camping Equipment always on hand. Tourist Tents of  
all kinds specially made to order.

Our "Preservo" will waterproof any kind of canvas

Be sure to visit us and inspect our showrooms, you are always welcome

## Edmonton Tent & Awning Co. Ltd.

Formerly Edmonton Tent & Mattress Co. Ltd.

10046 102nd Street

R. Kenneth, Manager.

Phone 21763

Established over 40 years.

Let us examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and  
Jasper Ave.



### THE COMMERCIAL EXHIBITS

Early this year, demands for space in the Manufacturers' Building exceeded the supply, and it became necessary to utilize space in other buildings, to take care of all the business houses and individuals desiring to show their wares to Exhibition visitors. All along the road leading to the Manufacturers' Building, visitors will find commercial exhibits—in the Annex, and to the east and west of it, space has been made available for the showing of various types of merchandise—motor cars, washing machines, weed diggers, and other manufactured articles.

Then, visitors always inspect the Manufacturers' Building, and this year they will find every booth full of interest—pantry, kitchen, sitting-room, bedroom, the garden—for the home owner there will be found something of interest for every room and corner in his home. Pianos, radios, furs, baking powders, canned goods, butter, washing machines, stoves, breakfast foods, teas and coffees, breads and biscuits, in fact it is difficult to name all the interesting things which will be found in this building; some of the exhibitors feature such services as health, diet, fire prevention, and similar subjects, and some new made-in-Edmonton products will be found displayed in the big Manufacturers' Building.

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Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance



## *After the Performance*

DON'T FORGET THE

# **Royal American Midway Shows**

*for Clean, Wholesome  
Entertaining  
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Edmonton's Leading

## CAFE

AND ICE CREAM PARLOR

Quality, Service and Courtesy

Cor. Jasper Ave. and 101st St.

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Hungry? Go to Madam Dow's and satisfy Your Appetite. Opposite Midway

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### THE BABY CHECK ROOM

Visitors are NOT WELCOME at the Baby Check Room, but the welcome mat is always out to parents with small children; here wee babies may be left, with their bottles, in the care of competent supervisors, and the babies will be fed as required, or may lie sleeping in clean white cots, while their mothers enjoy the Exhibition. Mothers of very young children are asked to not leave their babies for too long periods; babies of the play age—up to four years old—may be left in the enclosed grove at the back of the building, to play in sand piles and on swings, when the little tots get too tired of being taken from one department of the Exhibition, to another.

Give mother a change from the daily round of minding babies; take her to the Exhibition—check the baby—and let her enjoy a few hours free from the care of the family. The charge for this service is so moderate as to be within the reach of every family. And—what is very important—so carefully is this department managed, that no report has ever been made to the Exhibition management, of any child ever contracting anything undesirable, while in the care of the nurses at the Exhibition Baby Check Room. Only healthy babies are accepted.

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### EMERGENCY HOSPITAL

On the west verandah of the Women's Building, operated by the Provincial Department of Health. Take your headaches, burns, sprains, cinders-in-the-eye, and blisters to the trained nurses; they will give you relief, and if more serious disabilities are indicated, they will let you know.

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TIRE TROUBLE? See Seaman's Tire Repair, corner 95th St. and Jasper Ave.

### DOG AND POULTRY FANCIERS

Will be sure to see the Poultry Show, staged in the Community Hall Building located just south of the big Agricultural Building; the Poultry Show will be held for three days—Tuesday, Wednesday and Thursday; they will also want to visit the Provincial Government's Building, where modern housing methods are demonstrated.

They will also visit the Dog Show, to be held the same three days of the Exhibition—July 16th to 18th inclusive, on the opposite side of the Exhibition grounds. Every type of dog known in Western Canada, from the monster that looks as if he could eat a side of beef daily, to the wee toy that would be satisfied with a dainty helping off the wishbone—dogs with deep warning growls, dogs with excited yelps, dogs too dignified to express themselves audibly (but not too many of the latter type)—all will be seen in the benches at the Dog Show Building.

### WOMEN'S REST ROOMS

Will be found about the grounds, the main one being operated by the Edmonton Women's Institute and located on the east end verandah of the Women's Building; others are in the School Building, and in the Christian Monitor Building.

Madam Dow's "Sudden Service" Restaurant, Opposite Midway Entrance



## "One-Stop Service"

Gasoline and Oils  
Tires and Vulcanizing  
Raybestos Brake Service  
Washing and Greasing  
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Motor Reconditioning

**Market Tire & Service Stations Ltd.**

Cor. 98th St. and 102nd Ave.  
Opposite Police Station

Phones 26441  
26433

Let us check your tires for that trip, Seaman's Tire Repair, 95th St. and Jasper.

### BASKETBALL TOURNAMENT

Mr. A. R. Lawrence announces that at time of printing this catalogue, entries are still being received for the Basketball Tournament, to be played on Tuesday, Wednesday, Thursday and Friday, with the girls' teams competing the first two days, and the boys' games on Thursday and Friday. The tournament will start at 1 o'clock noon on Tuesday, and continue, starting each morning thereafter at 9 o'clock, until concluded. A number of new teams will be represented this year, and many teams that have competed in former tournaments.

**Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance**

### LIVE STOCK JUDGING

Will be delayed until Tuesday afternoon, to permit exhibitors to see the Mammoth Street Parade on Tuesday morning, and will be held as follows:

**LIGHT HORSES**—Commencing Tuesday, 2 p.m., in the Arena.

Continues: Tuesday, 6.30 p.m., Arena.

Wednesday, 2 p.m., Arena.

Wednesday, 6.30 p.m., in front of Grand Stand.

Thursday, 6.30 p.m., Arena.

Friday, 7.30 p.m., in front of Grand Stand.

**HEAVY HORSES**—Commences Tuesday, 2 p.m., in heavy horse ring east of Arena.

Continues: Wednesday, 10 a.m., and 2 p.m.

**CATTLE**—Judging of Shorthorns, Aberdeen Angus, Herefords, Holstein-Friesians, and

Jerseys, will commence Tuesday, at 2 p.m., in cattle rings south of the Arena, and will continue at 9.30 a.m. and 2 p.m. daily, until concluded.

Judging of Ayrshires, Guernseys and Grades will start on Wednesday, at 2 p.m.

**SHEEP**—Judging will commence Tuesday, 2 p.m., in the sheep sheds.

**SWINE**—Judging will commence Tuesday, 2 p.m., in the swine barns.

**POULTRY**—Judging will start Tuesday, 2 p.m.

**DOGS**—Judging will start Tuesday, 2 p.m.

**CANARIES**—Judging will start Tuesday, 2 p.m.

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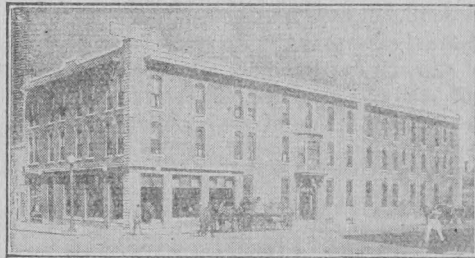
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J. A. BEAUCHAMP, Manager



75 Rooms—25 with Private Bath and Telephone  
Running Water in every room—Entirely  
Renovated—Reasonable Rates  
Centrally Located—Right in the Heart of the Shopping and  
Amusement District

SEIBERLING—The Tire that never wears smooth. Seaman's Tire Repair, 95th St.  
and Jasper Ave.

Unbelievable Demonstrations—HOUSE OF MAGIC

# Everything in Material for Building

INTERIOR FINISH  
BRICK                      TILE                      LIME                      FIR VENEER  
CEMENT                      ETC.

Let us figure your requirements. Satisfaction Guaranteed  
Our Objective: "Your Entire Satisfaction"

## Armitage McBain Lumber Co. Ltd.

RING 25236

Corner Jasper and 93rd Street

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

### SPECIALS

CAVALRY HORSE RACE—About 4.45 p.m., on Thursday—following the fourth running horse race.

HIGH JUMP—Friday, 7.40 p.m., in front of grand stand.

GRAND PARADE OF LIVE STOCK—Wednesday, 7 p.m., in front of grand stand.

Eat at Madam Dow's, Just West of the Automobile Building

### LOCATION OF OFFICES

Main Exhibition Office—Southwest corner, in Arena.

Information Office—Rear of Grand Stand.

Bank and Cashier—Southeast corner, in Arena.

Live Stock Offices—Southeast corner, in Arena.

Fire Hall—South of Agricultural Building, near 115th Ave. entrance to grounds.

Emergency Hospital—On west verandah, Women's Building.

Navy Check Room—On south side of road leading from main pedestrian entrance to grand stand.

Police Station—At east end of grand stand.

Freight Office—At rear of barn 33.

Ambulance—At Police Station, and Race Infield.

### LOCATION OF LAVATORIES

At rear of Roller Coaster.

Under Grand Stand.

In School Exhibits Building (women and children only).

Women's Building (women only).

Agricultural Building (women only).

In Arena.

Let us examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and Jasper Ave.

# STRAND

Edmonton's Popular Family Playhouse

Sat., Mon., Tues.,

July 13, 15, 16

Lionel Barrymore  
in

"MARK OF THE  
VAMPIRE"

with

Lionel Atwill, Bela Lueosi

Wed., Thurs.,

July 17, 18

SALLY EILERS

in her best role

"ALIAS MARY DOW"

The star of "Bad Girl"  
and "Dance Team"

hitting the high spots  
again.

Fri., Sat., Mon., Tues.

July 19, 20, 22, 23

on our stage

"THE PURPLE SAGE  
RIDERS"

in person

Celebrated Radio Stars

from KFI and KNX

Also Selected Screen  
Program

## EMPRESS

Mon., Tues., Wed.,

July 15, 16, 17

Al Jolson, Ruby Keeler

"Go Into Your Dance"

Thurs., Fri., Sat.,

July 18, 19, 20

Jackie Cooper in

"DINKY;" and

"TEXAS TERROR"

with John Wayne

Also "Tailspin

Tommy No. 3"

## DREAMLAND

Mon., Tues., Wed.,

July 15, 16, 17

Walter Kelly and

Andy Clyde

in

"McFADDEN'S  
FLATS"

and

Gene Raymond and

Sylvia Sydney

in

"BEHOLD MY WIFE"

Thurs., Fri., Sat.

Maurice Chevalier

in

"FOLIES BERGERE"

Also

"RED HOT TIRES"

## PRINCESS

Sat., Mon., Tues.

July 13, 15, 16

Maurice Chevalier

in

"FOLIES BERGERE"

Wed., Thurs., Fri.

Claudette Colbert

in

"THE GILDED LILY"

Also

Randolph Scott

in

"HOME ON THE  
RANGE"

# CAPITOL

Edmonton's Home of Certified Entertainment

Sat., Mon., Tues.,

July 13, 15, 16

WILL ROGERS

in

"DOUBTING THOMAS"

Sat., Mon., Tues.,

July 20, 22, 23

LIONEL BARRYMORE

Jean Arthur, Paul Kelly

Chester Morris, Lewis Stone

in

"PUBLIC HERO NO. 1"

Wed., Thurs., Fri.

July 17, 18, 19

KATHERINE HEPBURN

in

"BREAK OF HEARTS"

Wed., Thurs., Fri.,

July 24, 25, 26

GEORGE BRENT, KAY FRANCIS

in

"STRANDED"

Coming soon: "No More Ladies", "The Flame Within", "Oil for the Lamps of China"

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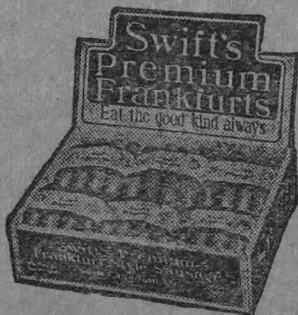


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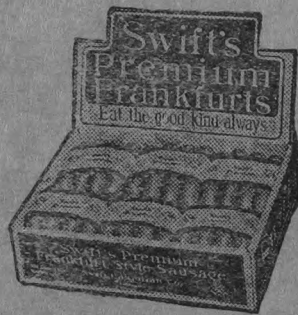
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**PREMIUM**  
**RED HOTS**

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to the  
Last  
Bite**



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